

Fig. 1

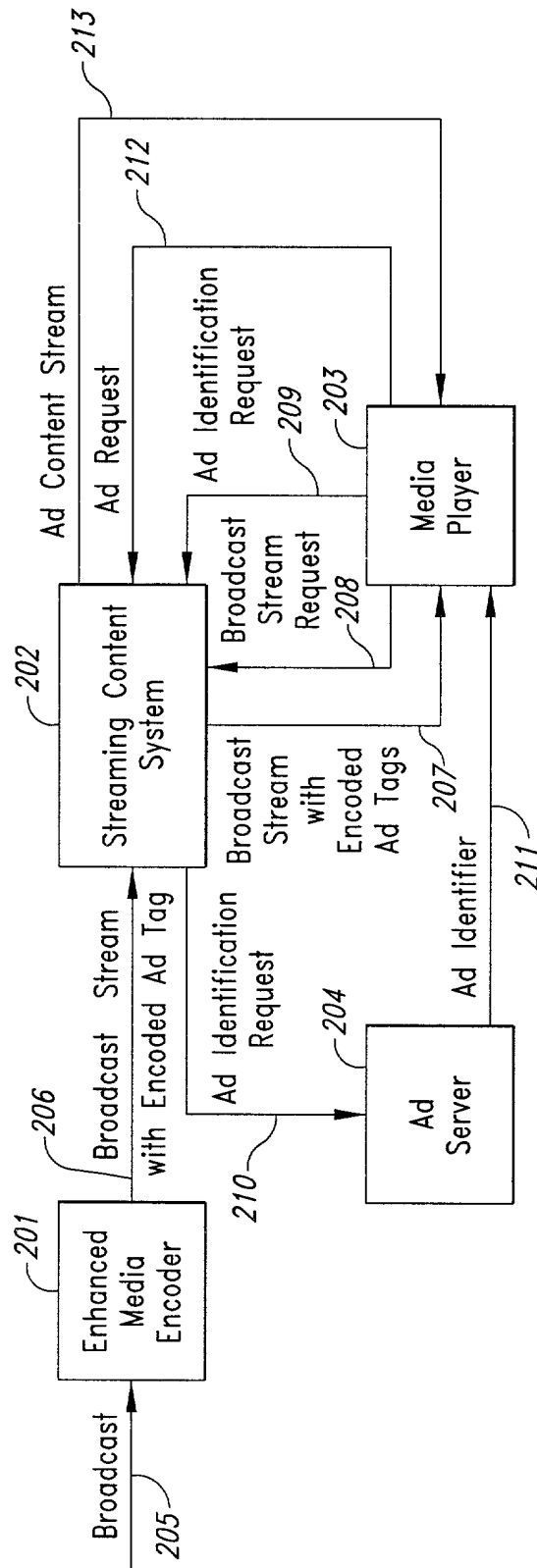


Fig. 2

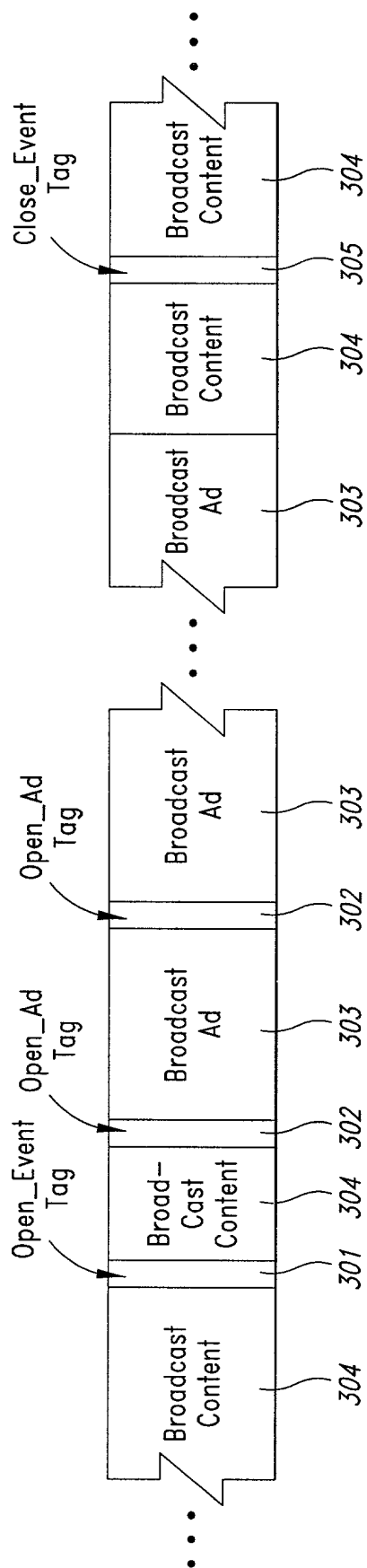


Fig. 3

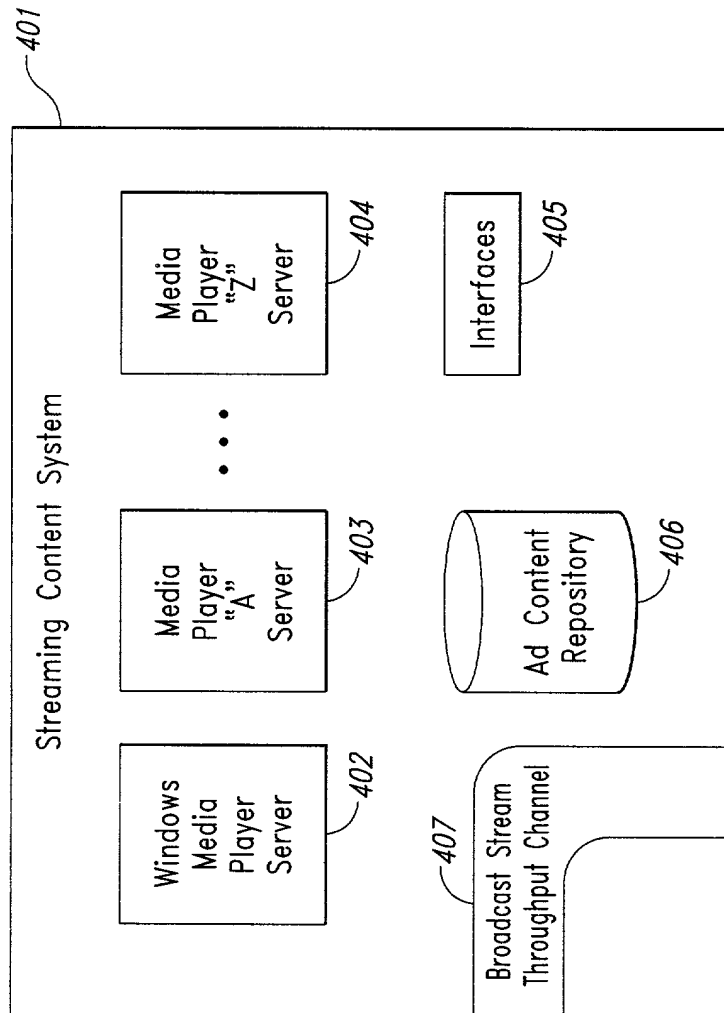


Fig. 4

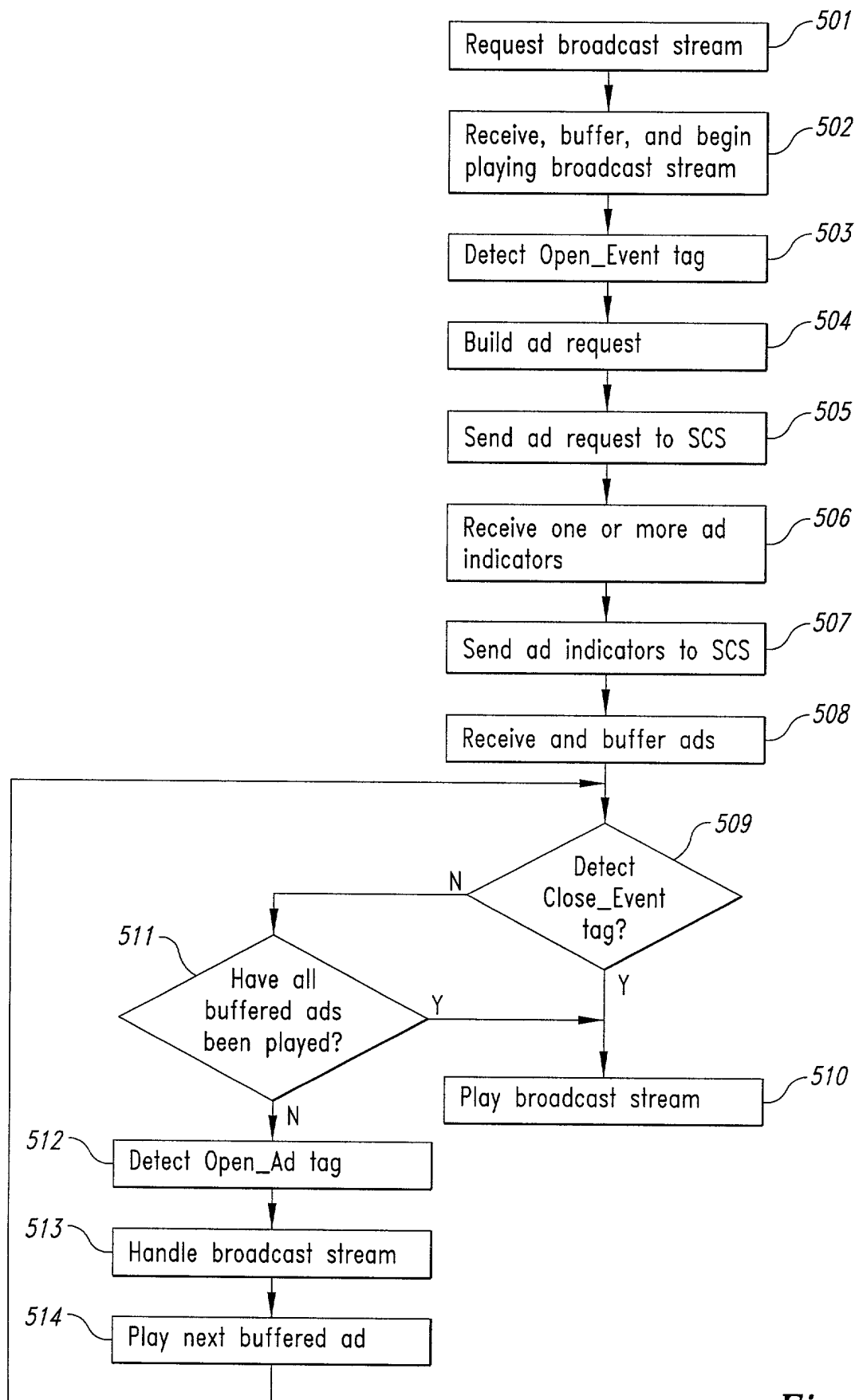


Fig. 5

```
<ASX version="3.0">
  <title>Dynamic Ad Insertion Demo</title>
  <ENTRY>
    <REF HREF="mms://wmr01sea.activate.net/rcs"/>
  <ENTRY>
</ASX>
```

Fig. 6A

```
<ASX version="3.0">
  <title>Dynamic Ad Insertion Demo</title>
  <ENTRY>
    <REF HREF="mms://wmr01sea.activate.net/rcs"/>
  <ENTRY>
```

<!-- NOTE: This ASX file only inserts 30 second ads.
It would be possible to insert ads of other lengths as well.
For example, the name of another 90 second Event tag may be "60,30"
-->

```

  <!--60 Second Events-->
    <EVENT NAME="30,30" WHENDONE="RESUME">
      <ENTRY CLIENTSKIP="NO">
        <REF
  6B01 { HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K/> } 6B05
        </ENTRY>
        <ENTRY CLIENTSKIP="NO">
          <REF
  6B01 { HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K/> } 6B05
          </ENTRY>
        </EVENT>
      6B04
    <!--90 Second Events-->
      <EVENT NAME="30,30,30" WHENDONE="RESUME">
        <ENTRY CLIENTSKIP="NO">
          <REF
  6B02 { HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K/> }
        </ENTRY>
        <ENTRY CLIENTSKIP="NO">
          <REF
  6B02 { HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K/> }
        </ENTRY>
        <ENTRY CLIENTSKIP="NO">
          <REF
  6B02 { HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K/> }
        </ENTRY>
      </EVENT>
    </ASX>
```

Fig. 6B

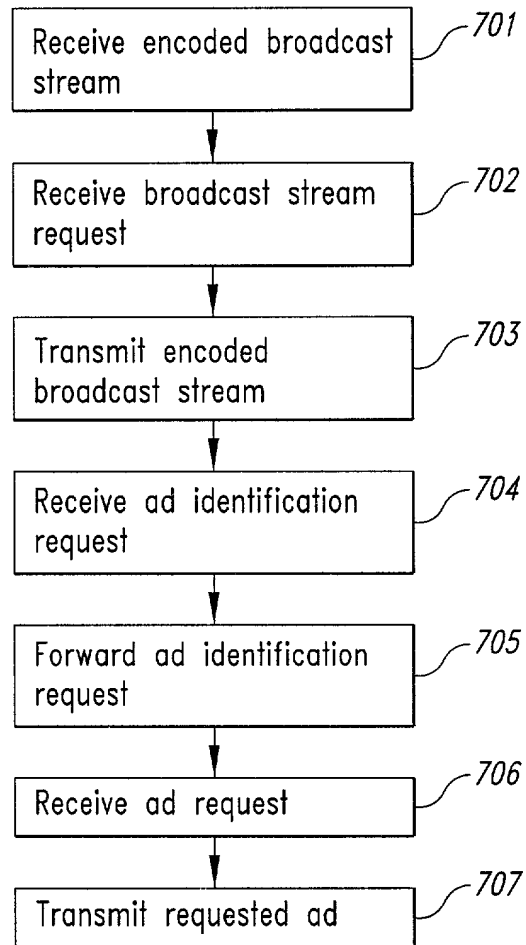


Fig. 7

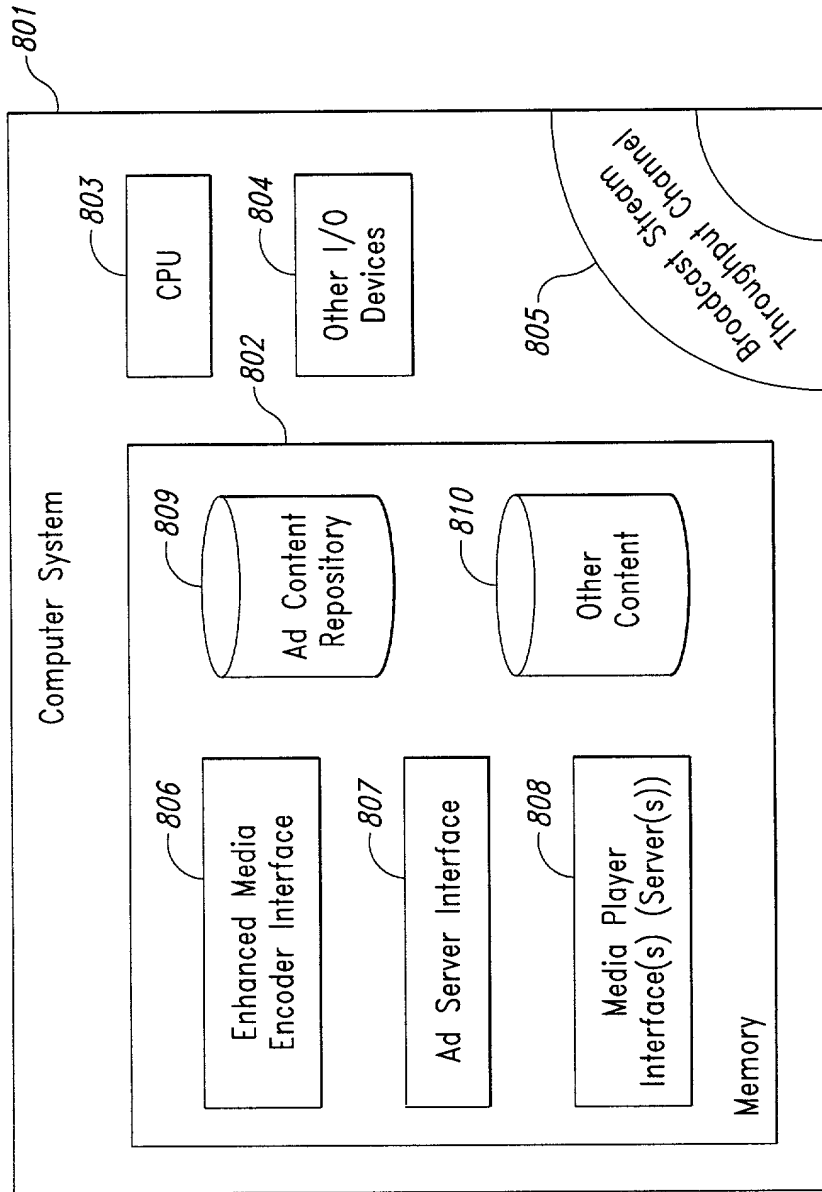


Fig. 8

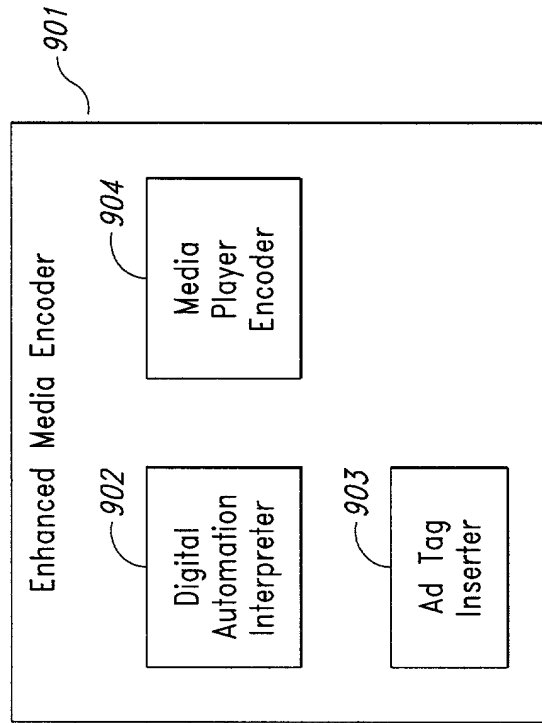


Fig. 9

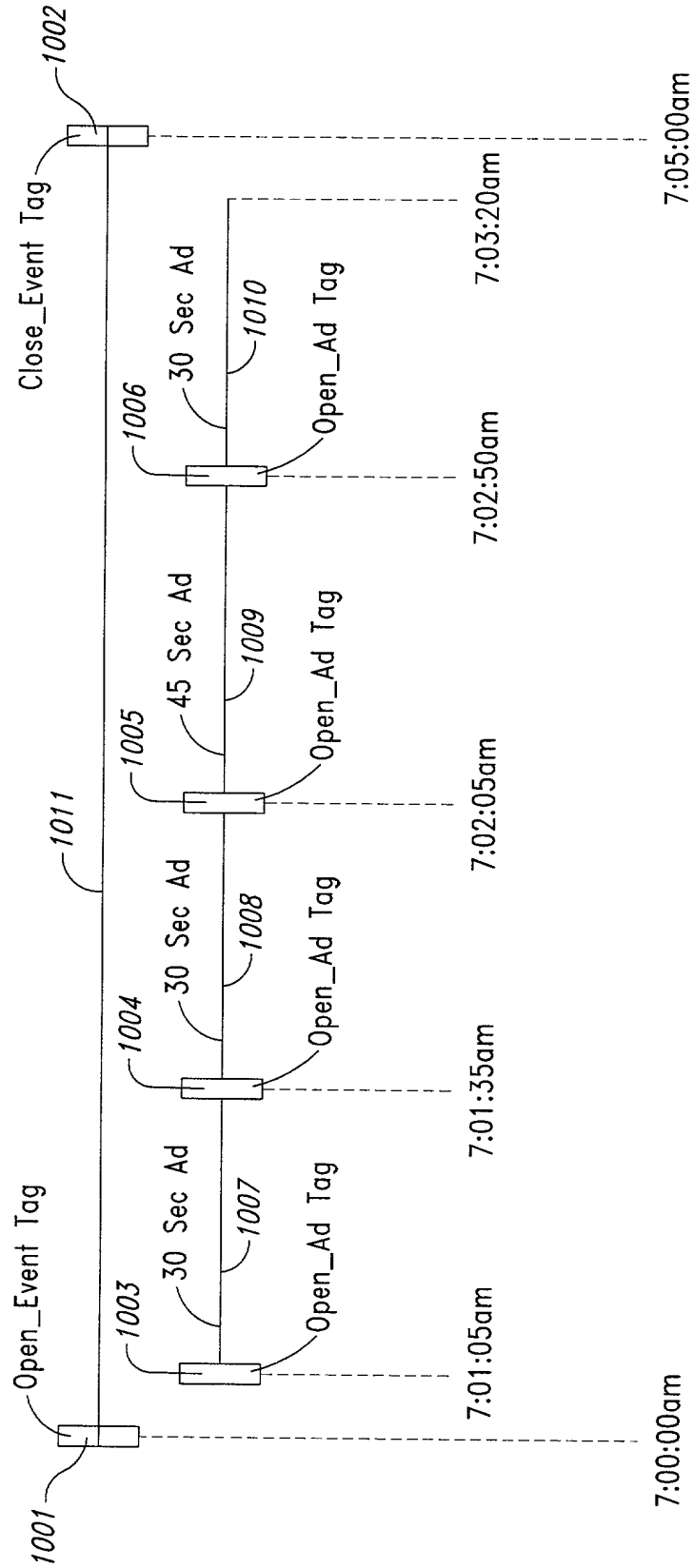


Fig. 10